

Creating Your Titles and Descriptions

Product titles and descriptions serve two purposes.

1. They tell Google and the other search engines what our page is about and this helps us to get free traffic from organic searches
2. They tell the store visitor about the product and give us an opportunity to 'sell' the product to the visitor.

Both are important, but you should focus more on 2 because if you do that, by default 1 will be taken care of.

Here's an example of how I optimized a title for both 1 and 2.

Original title:

65cm Height Large Plush Elephant

New title:

Large Huggy Soft Plush Baby Elephant

(Please see the video for a full explanation of why I created this title)

When it comes to descriptions, the length of the description will depend a lot on the type of product. There is not a whole lot I can write about the plush elephant, but I would still write something:

Wrinkly skin baby soft plush elephant

Height: 65 cm

Colour: Grey

Material: Plush Cotton

Suitable for ages 3 years and up

If the product was, for example, a watch, this would lend itself to a more detailed description.

You need to include all the information that a potential customer may want to know in order to convert as many of them into buyers as possible.

I can't stress enough how much difference it will make to your sales if you have detailed descriptions of your products. Countless times I have clicked on a product in an online store, with the intention of possibly buying it, and seen

nothing or practically nothing in the description. Unless it happens to be something really cheap, I'm gone! This would apply to most online shoppers.

As well as including the info required, you should also add some 'selling' blurb to tap into the emotions of the visitor – *'Wrinkly skin baby soft'*.

If you need help with writing 'sales copy' I highly recommend getting 'Cashvertising' from Amazon Kindle. I believe it costs about \$10.

What about the Images?

Ideally you should have more than one image, but if the ONE you have is a good one, that may be enough. However, there are some products that NEED multiple images so that they can be shown from different sides or angles. Again it will depend on the type of product. Plush toys for example, don't really need more than one image, BUT having an additional image of a child holding the plush toy, would definitely be a plus.